

# **AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS**

(check applicable box)

**FEDERAL CANDIDATE****STATE/LOCAL CANDIDATE**

*To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3*

**Station and Location:**

WRAL Raleigh

**Date:**

10-18-12

I, Peggy Shufeltbeing/on behalf of: Steve Troxler, a legallyqualified candidate of the Republican politicalparty for the office of: NC Commissioner of Agriculturein the Generalelection to be held on: Nov. 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See attached					

**Total Charges:**\$2720.00 net / \$3200 g

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

--

I represent that the payment for the above described broadcast time has been furnished by:

Troxler for Commissioner of Agriculture

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Gregg Lowe

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**To Be Signed By Candidate or Authorized Committee**

10-10-12  
Date

Date: \_\_\_\_\_

Peggy Shufelt  
Signature

Signature \_\_\_\_\_

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted in Part

☐ Rejected

☐ Accepted

Marion Bell  
Signature

Signature \_\_\_\_\_

Printed Name Marian Bell

Printed Name \_\_\_\_\_

Salus Mktg  
Title Director

Time

Dikater

## CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

I, Peggy Shufelt, Media Placement Services on behalf of Troxler for Commissioner  
(name of federal candidate or authorized committee) hereby certify that the programming  
to be broadcast (in whole or in part) pursuant to this agreement: of Agriculture

☐ does

☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the  
programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that  
identifies the candidate, the office being sought, and that the candidate has  
approved the broadcast.

☐ the television programming contains a clearly identifiable photograph or similar  
image of the candidate for a duration of at least four seconds, and a simultaneously  
displayed printed statement identifying the candidate, that the candidate approved  
the broadcast, and that the candidate and/or the candidate's authorized committee  
paid for the broadcast.

Peggy Shufelt, Media Placement Services, Inc. on behalf  
signature of candidate or authorized committee  
of Troxler for Commissioner of  
Agriculture

Peggy Shufelt  
printed name

10-10-12  
date

**CONTRACT**

**WRAL-TV**  
**2619 Western Blvd**  
**Raleigh, NC 27605**  
**(919)821-8514**

And:

**Media Placement Services**  
**709 Westchester Drive, Suite 101**  
**High Point, NC 27262**

<u>Contract / Revision</u> 119649 /		<u>Alt Order #</u>
<u>Product</u> POL - Republican candidate		
<u>Contract Dates</u> 10/22/12 - 10/28/12		<u>Estimate #</u>
<u>Advertiser</u> Steve Troxler for Commissioner of Agriculture		<u>Original Date / Revision</u> 10/18/12 / 10/18/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WRAL	<u>Account Executive</u> Marian Bell	<u>Sales Office</u> WRAL Local
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WRAL	10/22/12	10/28/12	Dr. Phil	9-10a	MTWTF--	:30	2	\$500.00	NM	2	\$1,000.00
				Class 2								
N 2	WRAL	10/22/12	10/28/12	Noon News	12p-1p	MTWTF--	:30	2	\$800.00	NM	2	\$1,600.00
				Class 2								
N 3	WRAL	10/22/12	10/28/12	WRAL 6a News Sat	6-8a	-----1-	:30	1	\$600.00	NM	1	\$600.00
				Class 2								
<b>Totals</b>											<b>5</b>	<b>\$3,200.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/27/12	5	\$3,200.00	\$2,720.00
<b>Totals</b>	<b>5</b>	<b>\$3,200.00</b>	<b>\$2,720.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.